



Prepare for Export Success at Upcoming Seminar

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MADISON – Discover the why and how-to of exporting at an upcoming educational seminar on Tuesday, November 12. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) encourages food and food ingredients companies to register now to learn about accessing markets around the world.

“This free seminar is a unique opportunity to hear about the steps needed to grow your business internationally and connect with available state and federal resources,” said Lisa Stout, a DATCP Economic Development Consultant. “There is great potential for Wisconsin food and agricultural companies in the international marketplace, and this seminar will allow attendees to learn best practices from speakers and other companies who are currently exporting.”

The seminar will be held at Waukesha County Technical College, 800 Main Street, Pewaukee. Registration will begin at 8:00 a.m., and the seminar will conclude by 3:00 p.m. Lunch is included.

The day will begin with remarks by Jeff Lyon, DATCP’s Deputy Secretary. Throughout the day, available export services will be shared, and time will be allowed for networking and one-on-one meetings.

Pamela Wells-Russell, a Food Export-Midwest In-Market Representative, will give two presentations at the seminar. She will discuss common export challenges, what importers expect, marketing research resources and export documentation.

A highlight of the morning will be a company panel with Johnsonville Sausage, LLC and Nikki’s Cookies, Inc. These companies will share their experiences exporting and answer attendee questions.

There is no charge to attend, but pre-registration is required. To sign up or for more information, contact DATCP’s Lisa Stout at 608-224-5126 or lisa.stout@wisconsin.gov.

The platinum sponsor for the seminar is FaB Milwaukee, the region’s food and beverage industry network. The gold sponsor is Organic Logistics, LLC, a public warehousing and transportation company serving the organic and natural foods market.

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